Early is Good

Company Overview

EIG's mission is to develop highly accurate and non-invasive multi-omic molecular testing solutions for complex diseases like cancer. The company has developed a Multi-omic Integration Platform that combines detection of DNA, RNA, protein and metabolite targets into a single assay. This breakthrough approach transforms the field of molecular diagnostics by offering unparalleled accuracy with comprehensive insights for early disease detection. The company is currently developing test solutions for bladder and prostate cancers.

Problem or Market Opportunity

Bladder cancer affects over 3.4 million people globally, with more than 800,000 in the U.S. alone undergoing frequent monitoring, amounting to approximately 2.4 million visits each year. The current gold standard method, cystoscopy, is invasive and often misses high-grade tumors like Carcinoma in situ (CIS) that need to be diagnosed earlier for better prognosis. Early is Good's non-invasive urine test, BCDx, offers a promising alternative, potentially reducing the need for these uncomfortable procedures and improving patient outcomes by detecting at the earliest stage.

Technical & Competitive Advantage

EIG's bladder cancer test provides a comprehensive liquid biopsy-based multi-omic read-out, featuring lncRNA, miRNAs, mRNAs, and proteins. Leveraging the high sensitivity of EIG's underlying technology, the assay incorporates tumor suppressor miRNAs, which are important for the early detection of recurrence. Combining all of these markers allows us to cover all stages of bladder cancer, a unique capability of our technology that others lack, which increases the overall accuracy of the test.

Regulatory Strategy & Intellectual Property

EIG has one issued patent and four pending for our innovative solution to detect DNA, RNA, protein, and metabolites with high sensitivity and accuracy. EIG is seeking regulatory clearance through the 510(k) pathway for BCDx test.

Key Milestones

Q/YYYY	Objective	Milestone Description
Q2 2022	Clinical	Biomarker discovery and analytical validation.
Q4 2025	Regulatory	Validation
Q1 2026	Launch	Commercial Launch

Capitalization History

Year	Grant or Equity Type	Description	Amount
2021	Equity Funding	Seed A	$400K
2022	Equity Funding	Seed B	$4M

Current Round, Terms, and Use of Proceeds

Key Team Members and Advisors

Thakshila Liyanage, PhD| Founder and CEO

Thakshila has 10+ years of experience in analytical chemistry, specializing in nanotechnology-based molecular sensor design, with proven success in multi-omics liquid biopsy platforms.

HL Ananda, MBA| Co-Founder and COO

HL has a strong background in business development and strategic partnerships, supporting business operations and commercialization efforts.

Asel Ananda, MSc | Co-Founder and CTO

Asel is an engineer specializing in nanomaterials and nanoengineering, with expertise in designing and fabricating scalable, high-throughput, non-invasive assay platforms, incorporating advanced automation technologies.

Eric Kim, MD | VP of Clinical Sciences

Eric is a uro-oncologist at Washington University, specializing in urological cancers, with extensive research work in biomarkers for early detection and prognosis.

Early is Good | 1210 Waterway Blvd., Suite 2000, Indianapolis, IN 46202
Thakshila Liyanage | (317) 941-6953 | thakshila@earlyisgood.com